



About Healthy Kids Programme Malaysia

The Nestlé Healthy Kids Programme in Malaysia was initiated by Nestlé (Malaysia) Berhad, and implemented in collaboration with the Nutrition Society of Malaysia (NSM).

The objective of this programme is to improve nutrition knowledge and promote healthy lifestyles among school-going children in Malaysia. This programme is timely in view of the significant prevalence of nutrition-related problems, such as nutrient deficiencies and obesity, among Malaysian schoolchildren.

The Healthy Kids Programme in Malaysia was launched in August 2010 with the theme “Let’s Be Healthy!” or “Jom Sihat!”. The Programme is targeted towards children aged between 7–12 years and is part of Nestlé’s global programme, which aims to raise nutrition, health and wellness awareness among school-aged children around the world through better eating habits, increased physical activities and other key health measures.

There are two main components of the Nestle Healthy Kids Programme in Malaysia:

- The Healthy Kids Programme website (www.healthykids.org.my) that contains educational tools and interactive games to educate both parents and children about healthy eating and healthy lifestyle.
- A longitudinal intervention study – “Evaluation of Nutrition Education Package for Primary School Children” – to improve knowledge, attitude and practices on nutrition and physical activity among primary school children.
 - The study involves conducting educational sessions among primary school children for 3 consecutive years.
 - Children’s knowledge, attitude and practices are assessed prior and after the study at the end of each year.
 - Appropriate educational materials such as worksheets, goal cards and leaflets have been developed for each educational session.
 - Body Mass Index of children involved in the study.

A programme initiated by:



Nestlé

Creating Shared Value

Nutrition | Water | Rural Development

In collaboration with:



Nutrition Society of Malaysia